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Alpharetta, Georgia 30004

678/297-6000

<http://www.alpharetta.ga.us>

24-Hour Information

678 / 297-6015



Dear Friends:

It's time again to start making preparations to participate in the

14th Annual "Taste of Alpharetta!"

The "Taste of Alpharetta" is a fun, family oriented event, which takes place in Historic Downtown Alpharetta on Haynes Bridge Road and Academy Street and showcases this area's culinary delights.

In its fourteenth year, the "Taste" offers local restaurants, business merchants, artists, as well as civic organizations an opportunity to promote their businesses and specialty items to a large, receptive audience for over four hours. This event is a very successful marketing tool and more effective than newspaper or radio ads, direct mail or fliers because it brings products directly to the customers. Over 48,000 people attended last year's festival.

We hope you will seize this wonderful marketing opportunity by participating in our special "Merchant Market" area at this year's event. The rental space cost is \$40.00 (non-refundable), which includes a 6' table and 2 chairs (No tablecloth or skirting is included). You can bring your own set up if you prefer.

This year's event is **Thursday, May 20, 2004 from 5:00-10:00 P.M.** and will be held on Haynes Bridge Road, Jones Road and Academy Street. Enclosed is a Merchant Market contract and information sheet. If you are interested in participating in this year's event, we encourage you to complete your application and return it as quickly as possible as space is limited.

We hope you will help us make this annual event bigger and better by participating in this year's festival. If you have any suggestions or questions, please feel free to call me at 678-297-6078 or email at jrodgers@alpharetta.ga.us.

Warmest regards,

Janet Rodgers
Director of Special Events
City of Alpharetta

14th ANNUAL TASTE OF ALPHARETTA

THURSDAY, MAY 20, 2004 5:00-10:00 P.M.

(Historic Downtown Alpharetta on Haynes and Academy)

MERCHANT CONTRACT & INFORMATION SHEET

Taste of Alpharetta Contact Information:

Janet Rodgers, Director of Special Events

11880 Haynes Bridge Road

Alpharetta, Georgia 30004 * 678-297-6078 * 678-297-6381 (fax)

Email-jrodgers@alpharetta.ga.us

We invite you to participate in our "Merchant Market" at the 14th Annual Taste of Alpharetta. Please read the following policies, fill out the information sheet and sign the agreement. By signing this agreement, you agree to the following regulations.

- ◆ All items sold by your business and/or organization at the Taste of Alpharetta must be paid directly to you (the merchants) with cash or checks. You may **NOT ACCEPT EVENT TICKETS IN EXCHANGE FOR THE MERCHANDISE**. It is your responsibility to make all individuals working your table aware of this policy. The City of Alpharetta **WILL NOT** reimburse any merchant for any tickets they accept at the event.
- ◆ A \$40.00 non-refundable fee is required to reserve a merchant table. Two chairs and one 6' table are included in this fee. (Tablecloths and skirts are not provided) The event will begin at 5:00 p.m. and will continue until 10:00 p.m. **Set-up time for merchants begins at 1:00 p.m.** The Taste of Alpharetta will be held Rain or Shine. All merchandise displayed must be removed by 11:00 p.m. Any trash, papers or boxes your organization brings must be deposited into one of the trash receptacles upon your move-out.
- ◆ **Merchant tables will be located on Jones Avenue.**
- ◆ Table assignments will be completed approximately 2 weeks prior to the event. Table assignments are made on a first-come, first-served basis. If you have a special request of a location for your table, please list it on this form. We will try our best to accommodate your request. ***Electricity is extremely limited.***
- ◆ The City of Alpharetta will be raffling off doorprizes throughout the event. Many merchants have been gracious enough to contribute doorprizes in the past. If your organization would like to **donate** a doorprize, please contact the Special Events Office at least two weeks prior to the event.
- ◆ **The deadline to submit this application for a merchant table is 4 p.m. on Friday, February 13, 2004.**
Please remit application to Janet Rodgers, Special Events Director.

14th ANNUAL TASTE OF ALPHARETTA
MERCHANT CONTRACT & INFORMATION SHEET

MERCHANT/ORGANIZATION NAME: _____

ADDRESS: _____

CONTACT NAME: _____

PHONE NUMBER: _____

FAX NUMBER: _____ EMAIL: _____

CONTACT NAME ON EVENT DAY: _____

FEE PAID: _____ (\$40.00 PER TABLE, non-refundable)

DO YOU REQUIRE ELECTRICITY: _____ IF YES, HOW MANY OUTLETS? _____
(Please note electricity is extremely limited in this area. We will try to accommodate your request. It is your responsibility to bring 75-100 ft. extension cords for each outlet requested)

SPECIAL REQUEST*: _____

(The City of Alpharetta will try our best to accommodate your special request)

ITEMS YOU PLAN TO SELL/GIVE AWAY: (Please tell us what you plan to do to make this a festive event.)

I have read the above list of regulations for participation in the Taste of Alpharetta and do hereby agree to the terms of this contract.

Signed by:

Date:

To be completed by the Special Events Director:

Received contract on:	Amount Paid: